

**WHAT IS CLAIMED IS:**

1. A method for obtaining specialized photofinishing goods and/or services produced from a one-time-use camera, comprising the steps:
  - a) providing a label on the one-time-use camera, with at least one area containing first instructional information that identifies particular photofinishing goods and/or services to be used with images captured by the one-time-use camera;
  - b) capturing a first instructional information from the label;
  - c) displaying a second instructional information according to the first instructional information; and
  - d) recording a second instructional information onto a film residing in the one-time-use camera and resulting in a latent image, said second instructional information for use by a photofinisher for producing the specialized photofinishing goods and/or services from latent images on the film.
2. The method claimed in claim 1, wherein the first instructional information and the second instructional information are the same.
3. The method claimed in claim 1, wherein the step of displaying the second instructional information includes using a folded optical path.
4. The method claimed in claim 1, wherein the first instructional information is machine readable code.
5. The method claimed in claim 1, wherein the first instructional information is human readable code.
6. The method claimed in claim 1, wherein the second instructional information is a data frame on the film.

7. The method claimed in claim 1 wherein the step of displaying the second instructional information includes an ancillary optical means for focusing the one-time-use camera onto a display device.

8. The method claimed in claim 1 wherein the step of capturing a first instructional information includes employing a label reader selected from the group consisting of a document scanner, a machine code reader, and an optical character recognition(OCR) equipped scanner.

9. The method claimed in claim 1 wherein the means for displaying the second instructional information includes employing an electronic camera or barcode reader for transferring an image of the label to a processor, whereby the processor deciphers the first instructional information on the label.

10. The method claimed in claim 9 wherein a display device displays the image of the label, provided by the processor, for capture by the one-time-use camera.

11. The method claimed in claim 1, wherein the step of recording the second instructional information further includes:

c1) capturing the second instructional information from the display device.

12. The method claimed in claim 1, wherein the label is used for communicating the specialized photofinishing goods and/or services to a user and/or a photofinishing system.

13. The method claimed in claim 1, wherein the first instructional information on the label is a designated URL web site for image storage.

14. The method claimed in claim 1, wherein the specialized photofinishing goods and/or services are selected from the group consisting of image-wise treatments including black and white photos, underwater correction, enhanced color, muted color, rotoscoping, cartooning, sepia coloration, and/or ancillary image products including disc storage, URL storage, e-mailing images, photo books, sticker prints, bigger prints, smaller prints, and calendars.

15. A photofinishing system, comprising:

- a) a means for labeling a one-time-use camera with a first instructional information that identifies particular photofinishing goods and/or services to be applied to images captured by the one-time-use camera;
- b) a means for capturing the first instructional information from a label;
- c) means for displaying a second instructional information based on the first instructional information; and
- d) means for capturing the second instructional information onto a film residing in the one-time-use camera and resulting in a latent image, the second instructional information for use by a photofinisher to produce the particular photofinishing goods and/or services from user captured latent images on the film.

16. The photofinishing system claimed in claim 15, wherein the first instructional information is machine readable code.

17. The photofinishing system claimed in claim 15; wherein the first instructional information is human readable code.

18. The photofinishing system claimed in claim 15, wherein the second instructional information is a data frame on the film.

19. The photofinishing system claimed in claim 15, wherein the first instructional information and the second instructional information are the same.

20. The photofinishing system claimed in claim 15, wherein the second instructional information provides an ID that is used to identify a particular photofinishing instruction stored in a memory database and is used to produce an image to be exposed on the film

21. The photofinishing system according to claim 15 wherein a developed latent image is used by the photofinisher to determine what photofinishing good and/or service is associated with at least one of captured latent images.

22. The photofinishing system according to claim 15, wherein a folded optical path is provided for exposure of the image onto the film from the second instructional information.

23. The photofinishing system claimed in claim 15, wherein the means for displaying the second instructional information include a computer generated display device.

24. The photofinishing system claimed in claim 15, wherein a close up diopter is used for imaging the second instructional information onto the film.

25. The photofinishing system claimed in claim 15, wherein the second instructional information communicates how captured film images are to be manipulated.

26. The photofinishing system claimed in claim 15, wherein the second instructional information provides instructions to the photofinisher on how to manipulate the images obtained from the film.

27. A method for obtaining photofinishing goods and/or services, comprising the steps of:

- a) capturing an image of a public target associated with photofinishing goods and/or services;
- b) forwarding the captured image of the public target to a photofinisher; and
- c) obtaining at least one photofinishing goods and/or services according to information associated with the public target.

28. The method claimed in claim 27, wherein the public target includes a billboard.

29. The method claimed in claim 27, wherein the public target includes a large outdoor display screen.

30. A method for obtaining photofinishing goods and/or services, comprising the steps of:

- a) capturing an image of a target associated with photofinishing goods and/or services wherein the target indicates a change to the nature of photofinishing of the images in sequence;
- b) forwarding the captured image of the target to a photofinisher; and
- c) obtaining at least one photofinishing goods and/or services according to information associated with the target.

31. A method for obtaining photofinishing goods and/or services, comprising the steps of:

- a) capturing an image of a first target associated with photofinishing goods and/or services wherein the first target indicates a change to the nature of photofinishing of the images in sequence;

- b) capturing an image of a second target associated with photofinishing goods and/or services wherein the second target indicates a return to the original nature of photofinishing of the images in sequence;
- c) forwarding the captured image of the first and/or second target to a photofinisher; and
- d) obtaining at least one photofinishing goods and/or services according to information associated with the first and/or second target.

32. The photofinishing system claimed in claim 15, wherein the second instructional information is read by a processed film image scanner to obtain instructions for providing the particular photofinishing goods or services.

33. The photofinishing system claimed in claim 15, wherein the means for labeling provide unique ID numbers and associated passwords to establish unique URL locations for storing a user's images and means for the user to locate and access these images.